

MARCH 2020

your HOME 1ST

QUAD CITY HOME IMPROVEMENT MAGAZINE

Dining
Guide
Inside!

Win \$10000

Home Improvement Raffle!

Details Inside



*"Sandy's
Corner!"*

Monthly Editorial with Sandy Griffis



Your direct mail source for all your home improvement needs!



Are You Willing to Spend Less Than 2¢ For a New Customer?

Direct Mail to OVER 30,000 Homes Monthly!

Average Home Value Over \$300,000! (Min. Value \$200K / Max. Value \$800K)

Reach Your Local Home Improvement Audience for Pennies!

We Target Only SFDU Homes. U.S. Postmaster Certified.

Guaranteeing U.S. Mail Delivery to Your Customers Door!

In Homes, the Third Thursday Monthly. Premiere Issue March 2020, In Homes February 20, 2020



Advertising Rates. No Long Term Contracts. Ad Works, You'll Stay!

\$590 Half Page

\$990 Full Page

\$3600 3mo/Cover Package \$1200ea. (Inside Front, Inside Back & Back Cover) Front Cover NOT FOR SALE.

\$1400 Single Cover 1mo.

\$1800 Inside DOUBLE TRUCK (17"W X 10.25"H) *see spec sheet for details

\$350 Quarter Page Available in Dining Guide Only.

Four Month NEW CLIENT SUPER SPECIAL BOGO ½ OFF! (Excludes Covers)

Same Type Businesses will be Limited in Same Category.

Call Now to Reserve Your Space in Your Category! Deposit Required.

Zip Codes:

Dewey - 86327

Prescott Valley - 86314, 86315

Prescott - 86301, 86303, 86305

Chino Valley - 86323

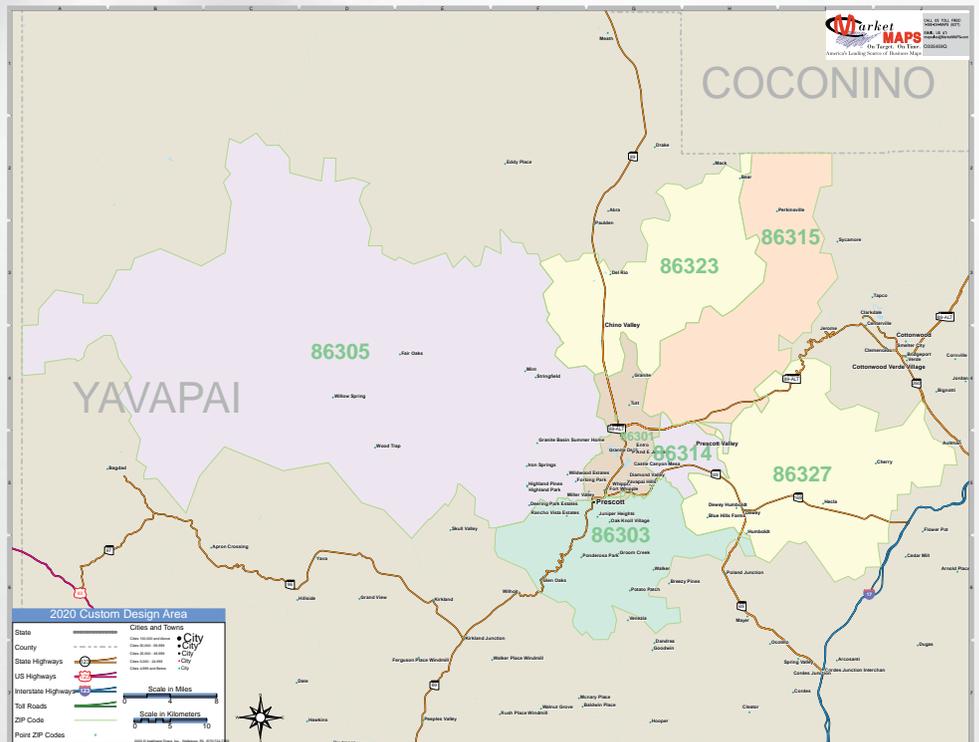
Lass Publishing, LLC

www.YourHome1stMag.com

willie.mitm@gmail.com

Call Willie Lass (928) 830-5208

or Linda Abbott (602) 405-6667



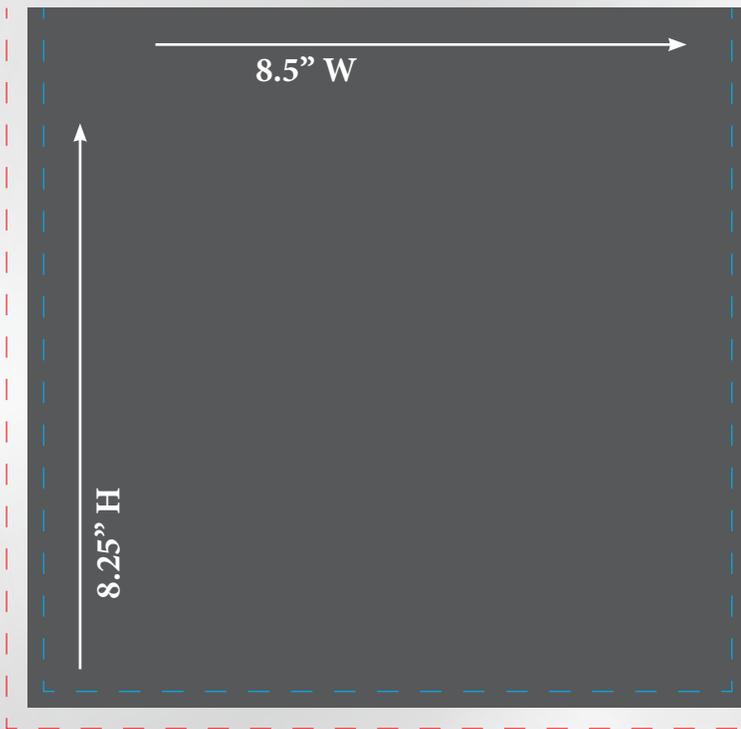
Advertising Spec Sheet

- All submitted ads must be CMYK color
- No embedded color profile or pantone colors
- Black text must be 100% K no color mix black.
- High resolution 300dpi art ONLY
- Max ink density not to exceed 280%.
- PDF file format is preferred for final ad submission.

Back Page • 8.5" W x 8.25" H

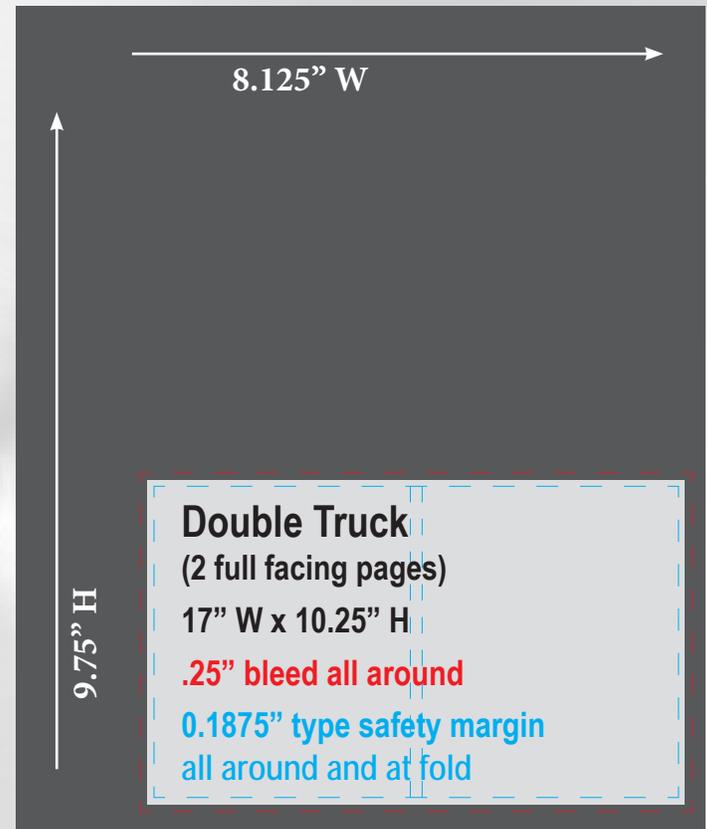
.25" bleed inside, outside & bottom

**0.1875" type safety margin
 inside, outside & bottom**



Full Page No bleed

8.125" W x 9.75" H



Quarter Page No bleed

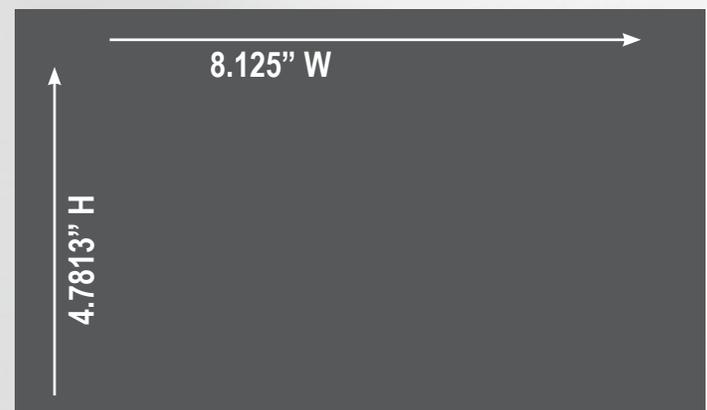
3.9688" W x 4.7813" H

**quarter page
 ad size is
 reserved for
 dining guide
 section only.*



Half Page No bleed

8.125" W x 4.7813" H



Advertising Guidelines and Policies

We believe your advertising dollar is an Investment, NOT an expense. Just like you, we want your ad to perform AWESOME! We have over 30 years of advertising experience, let us work for you. We will use these Advertising Guidelines and Policies when designing your ad copy. All Contractors Must Be Licensed with the ROC.

When submitting Camera Ready Ad Copy please follow these Guidelines and Policies. This is to insure the Highest Quality and Integrity your readers are looking for.

We want to schedule a Consultation with everyone. Please contact:

Willie Lass at: willie.yhf@gmail.com (928) 830-5208 Publisher

Linda Abbott at: lindasellsyh@gmail.com (602) 405-6667 Assistant Publisher

Alitheia Lass at: yhfmagazine@gmail.com (928) 830-7980 Public Relations

★ **All Ads Must have a HEADLINE**

The business name cannot be in the headline. Your headline is the MOST important text in your ad.
It is the reason customers will read your ad.

★ **All Ads Must have a CALL TO ACTION**

Ads with No Call To Action will have NO ACTION.
Use Sales, Specials and Price Points such as:

HEADLINE Sales

STARBURST Specials

BOXED Sales or Specials

PRICE POINTS Featured on products and services

NO COUPONS

★ **All Ads Must Have Photos**

This a Visual Sales Magazine, not a Lifestyle Editorial.
A Picture is worth a Thousand Words. Remember this when creating your ad.

★ **Brand Name National LOGOS**

If you carry, install or work with Brand Name Nationally Recognized LOGOS use them.

★ **Overall Look**

Remember Less is More in advertising.
We reserve the right to request changes or to refuse any ad.
Your ad should have a very Contemporary, Classy Modern Look.

"To Have Your Product Seen By Everyone, Put Your Name Everywhere On Everything All The Time"